



**8x8, Inc.**

## **CMP's VoiceCon(R) San Francisco Addresses Critical Issues for the Next Generation of Enterprise Communications**

### **Enterprise IT & Telecom Executives Face Growing Pressure to Optimize Business With New Converged Platforms**

SAN FRANCISCO, Aug. 7 /PRNewswire/ -- VoiceCon<sup>®</sup>, produced by CMP Technology, presents three of the hottest topics around unifying enterprise communications -- this year's event theme -- at the upcoming VoiceCon San Francisco. There will be a series of sessions, speakers and discussion forums that will provide insight into software-based architectures and Unified Communications, research and development issues facing the enterprise and the future of contact centers. VoiceCon San Francisco 2007 will be returning to the Moscone West Convention Center, August 20-23, and registration is now open at <http://www.voicecon.com/>.

"It's a new day for enterprise communications networks," said Fred Knight, VoiceCon General Manager. "The issues we'll be attacking head-on are a direct result of migration trends towards Unified Communications and converged networks, and the evolution from hardware-centric to software/services-centric models. Enterprises in the U.S. and around the world are seeking to leverage their investment in IP Telephony to improve business processes and results."

One of the biggest issues at VoiceCon San Francisco will be addressed in a session taking place Thursday, August 23. Industry leaders will dissect the emerging framework for enterprise communications -- Software-based architectures and Unified Communications -- and the tremendous implications for the entire communications community. VoiceCon San Francisco will examine the assumptions underlying Software-based architectures and Unified Communications, address the readiness of both buyers and sellers to adapt to this new regime and identify the obstacles facing enterprises as they try to mesh the new framework with their existing network design and procurement procedures, network operations and organizations.

Another important discussion will take place at the CTO Roundtable on Wednesday, August 22. CTOs from the industry's leading vendors -- Avaya, Cisco and Nortel -- will discuss the new forces that are shaping the technical environment within which IP Telephony, Converged Networks and Unified Communications are developed, deployed, leveraged and maintained. The CTOs will analyze where their companies' technologies are moving, identify the barriers that must be overcome for their visions to be fulfilled and present roadmaps that enterprises will take as they migrate communications systems and networks.

The third critical issue is "Next-Gen Contact Centers," a special VoiceCon conference-within-a-conference that is taking place on Monday and Tuesday, August 20 and 21. This program will examine the state of the IP contact center market. Leading vendors and consultants will present their assessment of how contact center infrastructure technology is evolving, present their product offerings and examine market positioning. Prospects for emerging technologies such as speech enablement, speech analytics and presence will be discussed. Next-Gen Contact Centers program will dissect the opportunities and challenges posed by voice/data convergence and the migration to IP.

"The reasons contact centers are migrating from traditional enterprise communications technologies to IP-based convergence and Unified Communications are simple: hard dollar savings and increased revenues," said Fred Knight, VoiceCon General Manager. "As with all VoiceCon programs, our agenda this year is to help contact center executives decide why, when and how to invest in this new technology."

In addition to its robust program lineup, VoiceCon San Francisco is the only venue that provides attendees with an unmatched opportunity to meet with leading vendors to solve their IP Telephony needs. Over 90 companies will be represented at the exhibition, including Avaya, Cisco, Extreme Networks, Foundry Networks, IBM, Microsoft, Mitel, ShoreTel, Toshiba, 8x8 Inc., 9-1-1 Enable, Aastra, Alcatel-Lucent, Avaya Developer Connection, AVST, Digium Asterisk, Ericsson, Inter-tel, Interactive Intelligence, Motorola, Nokia, NUANCE, Plantronics, Ploycom, Prognosis, Psytechnics, Siemens and SyncVoice Communications.

VoiceCon San Francisco 2007 continues the VoiceCon heritage of delivering in-depth technical sessions, prominent speakers and strategy discussions. VoiceCon attracts high-level enterprise decision makers to review the latest products and maximize the opportunity to network with potential partners, consultants and analysts. For 17 years, VoiceCon has delivered practical, forward-thinking, objective information and education focused on products, services, management and market trends focused on enterprise voice, IP Telephony, Unified Communications and Converged Networks.

#### About VoiceCon®

VoiceCon® is the leading conference and exhibition for enterprise IP Telephony, convergence and Unified Communications in North America. VoiceCon® brings enterprise decision makers together with the industry's vendors, analysts and consultants to focus on the issues central to enterprise networks and communications. As the momentum toward IP telephony and convergence has grown, VoiceCon has expanded to include two yearly shows: VoiceCon San Francisco 2007, returning to the Moscone West Convention Center in San Francisco, August 20-23, and VoiceCon Orlando 2008, set for March 17-20 at the Gaylord Palms Hotel. The VoiceCon portfolio also includes the VoiceCon Implementation Tour, which will take place in Fall 2007 in New York, Anaheim, Toronto, San Francisco and Chicago. VoiceCon also serves the community with a weekly email newsletter that is circulated to approximately 28,000 subscribers-VoiceCon eNews (<http://www.voicecon.com/enews>); VoIP Loop (<http://www.voiploop.com/>), a news, information and opinion site that features thought leaders in VoIP and enterprise IP Telephony and convergence; and the VoiceCon Webinar Series. For more information, visit <http://www.voicecon.com/>.

#### About CMP Technology

CMP Technology (<http://www.cmp.com/>) is a marketing solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com/>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.